

03/26/01



HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10003978-1

IN THE U.S. PATENT AND TRADEMARK OFFICE  
Patent Application Transmittal Letter

COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n): ☒ Utility ☐ Design

☒ original patent application,  
☐ continuation-in-part application

jc997 U.S. PTO  
09/817818  
03/26/01

INVENTOR(S): Donald J. Palmer and Lee G. Caldwell

TITLE: TARGETED ADVERTISING METHOD AND SYSTEM

Enclosed are:

☒ The Declaration and Power of Attorney. ☒ signed ☐ unsigned or partially signed  
☒ 2 sheets of drawings (one set) ☐ Associate Power of Attorney  
☐ Form PTO-1449 ☐ Information Disclosure Statement and Form PTO-1449  
☐ Priority document(s) ☐ (Other) (fee \$ )

| CLAIMS AS FILED BY OTHER THAN A SMALL ENTITY       |                     |                     |             |               |
|--|---------------------|---------------------|-------------|---------------|
| (1)<br>FOR   | (2)<br>NUMBER FILED | (3)<br>NUMBER EXTRA | (4)<br>RATE | (5)<br>TOTALS |
| TOTAL CLAIMS                                       | 29 — 20             | 9                   | X \$18      | \$ 162        |
| INDEPENDENT CLAIMS                                 | 3 — 3               | 0                   | X \$80      | \$ 0          |
| ANY MULTIPLE DEPENDENT CLAIMS                      | 0                   |                     | \$270       | \$ 0          |
| BASIC FEE: Design (\$320.00 ); Utility (\$710.00 ) |                     |                     |             | \$ 710        |
| TOTAL FILING FEE                                   |                     |                     |             | \$ 872        |
| OTHER FEES   |                     |                     |             | \$            |
| TOTAL CHARGES TO DEPOSIT ACCOUNT                   |                     |                     |             | \$ 872        |

Charge \$ 872 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

"Express Mail" label no. EL820396327US

Date of Deposit March 26, 2001

I hereby certify that this is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Commissioner for Patents, Washington, D.C. 20231.

By Walter W. Karnstein

Typed Name: Walter W. Karnstein

Respectfully submitted,

Donald J. Palmer and Lee G. Caldwell

By Walter W. Karnstein

Walter W. Karnstein

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Date: March 26, 2001

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